



# Economic Overview

January 1, 2024

## City of Branson, MO



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Demographic Profile.....	3
Employment Trends .....	5
Wage Trends.....	6
Cost of Living Index.....	7
Industry Snapshot.....	8
Occupation Snapshot .....	10
Industry Clusters.....	12
Education Levels.....	13
Branson city, MO Regional Map .....	14
FAQ .....	15

# Demographic Profile

The population in Branson, MO was 12,579 per American Community Survey data for 2017-2021.

The region has a civilian labor force of 6,025 with a participation rate of 59.8%. Of individuals 25 to 64 in Branson, MO, 22.8% have a bachelor's degree or higher which compares with 35.1% in the nation.

The median household income in Branson, MO is \$45,669 and the median house value is \$170,800.

## Summary<sup>1</sup>

	Percent			Value		
	Branson, MO	Missouri	USA	Branson, MO	Missouri	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	12,579	6,141,534	329,725,481
Male	43.5%	49.3%	49.5%	5,474	3,027,741	163,206,615
Female	56.5%	50.7%	50.5%	7,105	3,113,793	166,518,866
Median Age <sup>2</sup>	—	—	—	39.6	38.8	38.4
Under 18 Years	22.5%	22.7%	22.5%	2,834	1,392,375	74,234,075
18 to 24 Years	8.8%	9.1%	9.2%	1,102	561,340	30,339,089
25 to 34 Years	13.4%	13.3%	13.8%	1,690	814,351	45,360,942
35 to 44 Years	9.6%	12.4%	12.9%	1,209	763,084	42,441,883
45 to 54 Years	10.7%	12.1%	12.6%	1,344	744,131	41,631,458
55 to 64 Years	10.5%	13.6%	13.0%	1,317	832,417	42,829,413
65 to 74 Years	14.4%	10.0%	9.6%	1,816	611,609	31,590,619
75 Years and Over	10.1%	6.9%	6.5%	1,267	422,227	21,298,002
Race: White	86.9%	80.3%	68.2%	10,929	4,930,466	224,789,109
Race: Black or African American	6.0%	11.3%	12.6%	760	695,678	41,393,012
Race: American Indian and Alaska Native	0.3%	0.3%	0.8%	40	19,904	2,722,661
Race: Asian	1.9%	2.0%	5.7%	243	123,406	18,782,924
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	5	8,468	615,557
Race: Some Other Race	1.9%	1.4%	5.6%	234	84,084	18,382,796
Race: Two or More Races	2.9%	4.6%	7.0%	368	279,528	23,039,422
Hispanic or Latino (of any race)	15.3%	4.4%	18.4%	1,919	271,566	60,806,969
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	59.8%	63.1%	63.4%	6,025	3,084,786	166,672,597
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	84.7%	83.3%	82.5%	3,589	1,923,985	106,173,534
Armed Forces Labor Force	0.0%	0.4%	0.5%	5	19,409	1,196,529
Veterans, Age 18-64	5.3%	5.0%	4.4%	356	183,888	8,848,937
Veterans Labor Force Participation Rate and Size, Age 18-64	91.6%	75.7%	77.0%	326	139,144	6,809,906
Median Household Income <sup>2</sup>	—	—	—	\$45,669	\$61,043	\$69,021
Per Capita Income	—	—	—	\$27,988	\$33,770	\$37,638
Mean Commute Time (minutes)	—	—	—	17.5	23.8	26.8
Commute via Public Transportation	0.1%	1.0%	4.2%	7	30,417	6,472,373
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	10.8%	8.1%	10.3%	600	255,995	17,756,046
High School Graduate	29.9%	28.6%	25.3%	1,660	902,608	43,535,564
Some College, No Degree	28.7%	21.6%	20.1%	1,595	682,400	34,637,141
Associate's Degree	7.9%	9.0%	9.3%	439	283,994	15,944,395
Bachelor's Degree	18.1%	20.5%	22.0%	1,006	646,564	37,890,674
Postgraduate Degree	4.7%	12.1%	13.1%	260	382,422	22,499,876
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	Branson, MO	Missouri	USA	Branson, MO	Missouri	USA
Total Housing Units	—	—	—	8,354	2,782,081	139,647,020
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$170,800	\$171,800	\$244,900
Homeowner Vacancy	1.0%	1.3%	1.2%	23	21,727	1,021,651
Rental Vacancy	4.6%	5.5%	5.7%	130	46,437	2,674,125
Renter-Occupied Housing Units (% of Occupied Units)	53.4%	32.4%	35.4%	2,696	788,386	43,858,831
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.4%	6.5%	8.3%	321	157,937	10,349,174
<b>Social</b>						
Poverty Level (of all people)	22.4%	12.8%	12.6%	2,764	762,023	40,661,636
Households Receiving Food Stamps/SNAP	14.1%	10.1%	11.4%	710	246,960	14,105,231
Enrolled in Grade 12 (% of total population)	0.3%	1.2%	1.3%	38	75,800	4,425,322
Disconnected Youth <sup>3</sup>	1.9%	3.0%	2.5%	9	9,755	432,389
Children in Single Parent Families (% of all children)	31.0%	33.4%	34.0%	777	436,459	23,909,672
Uninsured	17.1%	9.5%	8.8%	2,132	575,152	28,489,142
With a Disability, Age 18-64	8.5%	12.3%	10.3%	564	447,983	20,537,729
With a Disability, Age 18-64, Labor Force Participation Rate and Size	69.3%	42.6%	44.2%	391	190,784	9,068,973
Foreign Born	6.2%	4.2%	13.6%	780	256,802	44,844,808
Speak English Less Than Very Well (population 5 yrs and over)	3.0%	2.1%	8.2%	354	122,969	25,535,259

Source: [JobsEQ®](#)

1. American Community Survey 2017-2021, unless noted otherwise

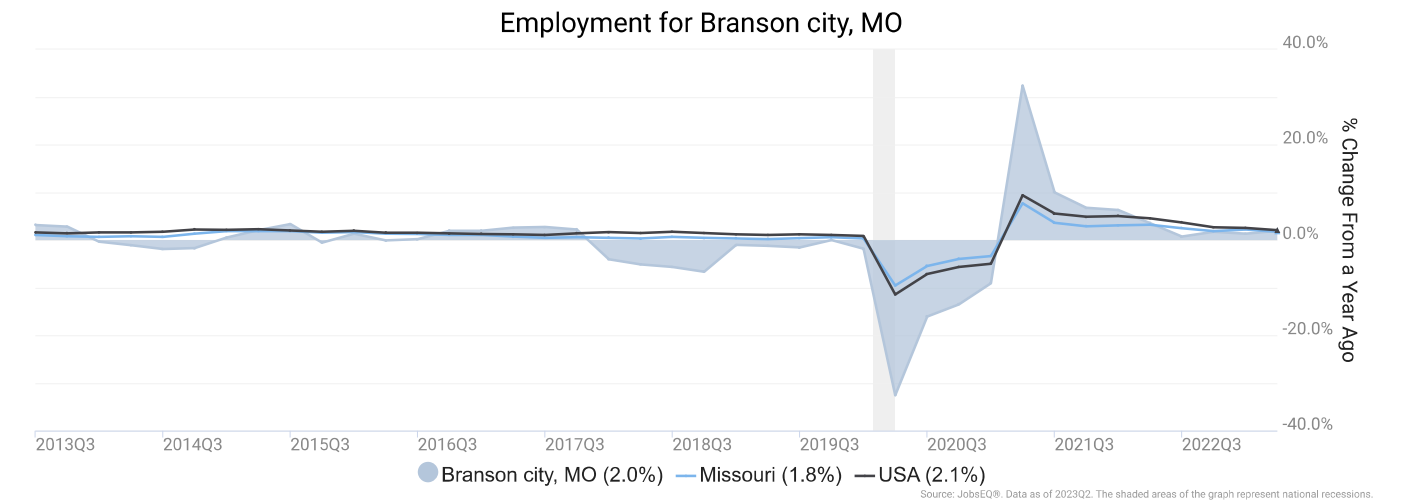
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

# Employment Trends

As of 2023Q2, total employment for Branson, MO was 19,326 (based on a four-quarter moving average). Over the year ending 2023Q2, employment increased 2.0% in the region.

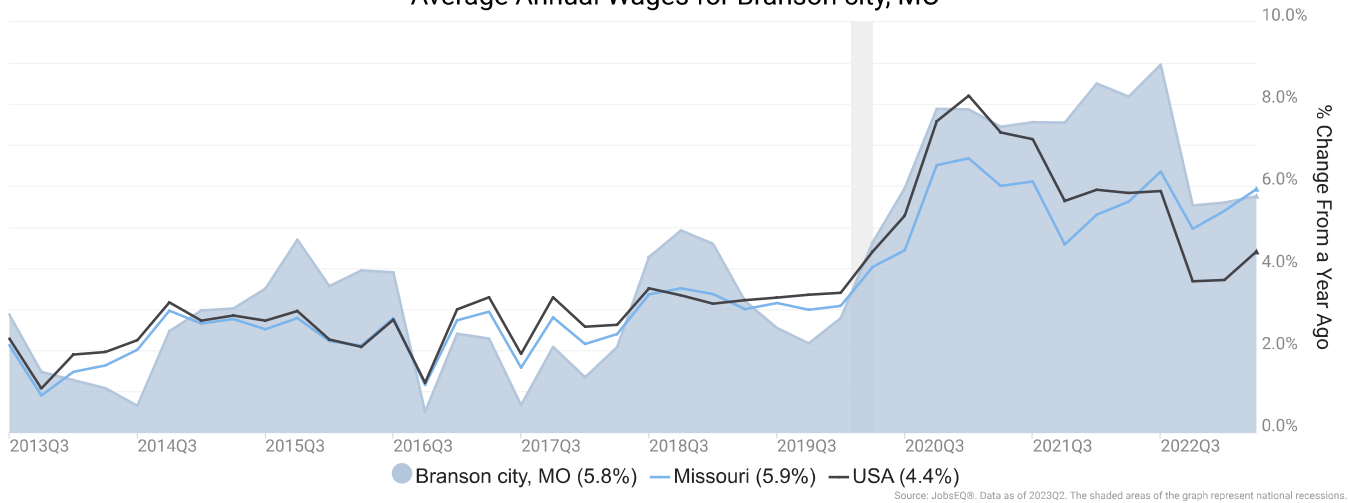


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q1 with preliminary estimates updated to 2023Q2.

# Wage Trends

The average worker in Branson, MO earned annual wages of \$40,457 as of 2023Q2. Average annual wages per worker increased 5.8% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$70,318 in the nation as of 2023Q2.

Average Annual Wages for Branson city, MO



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q1 with preliminary estimates updated to 2023Q2.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 13.7% lower in Branson, MO than the U.S. average.

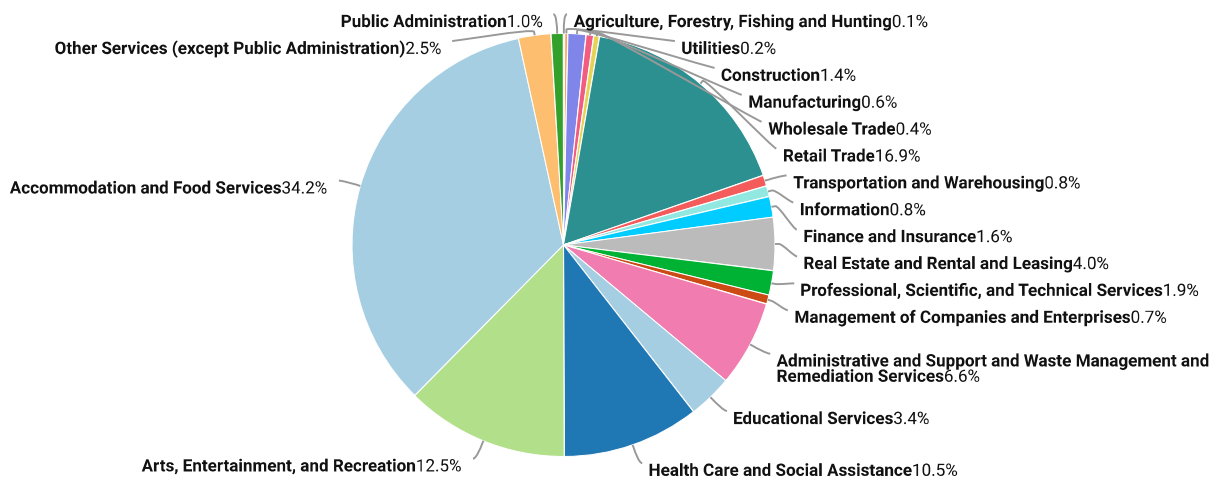
Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Branson, MO	\$40,457	86.3	\$46,880
Missouri	\$59,651	88.9	\$67,132
USA	\$70,318	100.0	\$70,318

Source: [JobsEQ®](#)  
Data as of 2023Q2  
Cost of Living per [COLI](#), data as of 2023Q3, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in Branson, MO is Accommodation and Food Services, employing 6,605 workers. The next-largest sectors in the region are Retail Trade (3,271 workers) and Arts, Entertainment, and Recreation (2,413). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Arts, Entertainment, and Recreation (LQ = 6.45), Accommodation and Food Services (3.96), and Real Estate and Rental and Leasing (2.27).

Total Workers for Branson city, MO by Industry



Source: JobsEQ®, Data as of 2023Q2

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q1 with preliminary estimates updated to 2023Q2.

Sectors in Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$91,072), Finance and Insurance (\$63,450), and Health Care and Social Assistance (\$60,877). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+146 jobs), Management of Companies and Enterprises (+27), and Other Services (except Public Administration) (+26).

Over the next 5 years, employment in Branson, MO is projected to contract by 255 jobs. The fastest growing sector in the region is expected to be Management of Companies and Enterprises with a +0.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+41 jobs), Arts, Entertainment, and Recreation (+7), and Management of Companies and Enterprises (+3).



# Branson, MO, 2023Q2<sup>1</sup>

NAICS	Industry	Current			5-Year History		5-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
72	Accommodation and Food Services	6,605	\$33,943	3.96	-153	-0.5%	5,639	2,593	3,140	-93	-0.3%
44	Retail Trade	3,271	\$32,830	1.70	-499	-2.8%	2,115	969	1,292	-146	-0.9%
71	Arts, Entertainment, and Recreation	2,413	\$29,063	6.45	-498	-3.7%	1,815	761	1,047	7	0.1%
62	Health Care and Social Assistance	2,024	\$60,877	0.73	146	1.5%	1,088	482	565	41	0.4%
56	Administrative and Support and Waste Management and Remediation Services	1,271	\$48,103	1.03	-624	-7.7%	735	308	451	-24	-0.4%
53	Real Estate and Rental and Leasing	782	\$45,808	2.27	5	0.1%	401	180	223	-2	0.0%
61	Educational Services	652	\$42,167	0.42	13	0.4%	300	150	166	-16	-0.5%
81	Other Services (except Public Administration)	474	\$32,322	0.58	26	1.1%	282	119	166	-3	-0.1%
54	Professional, Scientific, and Technical Services	362	\$44,556	0.25	-78	-3.8%	160	60	103	-3	-0.2%
52	Finance and Insurance	304	\$63,450	0.39	-30	-1.9%	137	53	88	-4	-0.3%
23	Construction	268	\$44,107	0.23	19	1.5%	125	47	83	-5	-0.4%
92	Public Administration	184	\$45,292	0.21	-14	-1.5%	87	37	53	-3	-0.4%
48	Transportation and Warehousing	161	\$37,998	0.17	-168	-13.3%	96	39	57	0	0.0%
51	Information	160	\$43,137	0.41	-97	-9.0%	77	28	50	-1	-0.2%
55	Management of Companies and Enterprises	132	\$91,072	0.44	27	4.7%	66	23	40	3	0.5%
31	Manufacturing	114	\$48,223	0.07	-13	-2.1%	57	22	38	-3	-0.6%
42	Wholesale Trade	85	\$52,537	0.12	-107	-15.1%	43	17	29	-3	-0.8%
22	Utilities	45	\$55,476	0.46	-7	-2.8%	20	8	14	-1	-0.5%
11	Agriculture, Forestry, Fishing and Hunting	12	\$10,325	0.05	-6	-8.1%	7	3	4	-1	-1.3%
21	Mining, Quarrying, and Oil and Gas Extraction	7	\$41,466	0.10	-5	-11.2%	3	1	2	0	-0.4%
<b>Total - All Industries</b>		<b>19,326</b>	<b>\$40,457</b>	<b>1.00</b>	<b>-2,064</b>	<b>-2.0%</b>	<b>10,798</b>	<b>4,612</b>	<b>6,441</b>	<b>-255</b>	<b>-0.3%</b>

Source: [JobsEQ®](#)

Data as of 2023Q2

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average.

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q1 with preliminary estimates updated to 2023Q2. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in Branson, MO is Food Preparation and Serving Related Occupations, employing 4,195 workers. The next-largest occupation groups in the region are Sales and Related Occupations (2,601 workers) and Office and Administrative Support Occupations (2,259). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Food Preparation and Serving Related Occupations (LQ = 2.69), Building and Grounds Cleaning and Maintenance Occupations (2.66), and Personal Care and Service Occupations (1.87).

Occupation groups in Branson, MO with the highest average wages per worker are Legal Occupations (\$91,600), Healthcare Practitioners and Technical Occupations (\$89,900), and Management Occupations (\$87,800). The unemployment rate in the region varied among the major groups from 1.6% among Community and Social Service Occupations to 6.4% among Personal Care and Service Occupations.

Over the next 5 years, the fastest growing occupation group in Branson, MO is expected to be Healthcare Support Occupations with a +0.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+20 jobs) and Healthcare Practitioners and Technical Occupations (+15). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (3,762 jobs) and Sales and Related Occupations (1,789).

## Branson, MO, 2023Q2<sup>1</sup>

SOC	Occupation	Current						5-Year History		5-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
35-0000	Food Preparation and Serving Related	4,195	\$32,500	2.69	68	5.8%	n/a	-131	-0.6%	3,727	1,692	2,070	-35	-0.2%
41-0000	Sales and Related	2,601	\$40,500	1.51	37	4.6%	n/a	-780	-5.1%	1,680	814	975	-108	-0.8%
43-0000	Office and Administrative Support	2,259	\$39,200	0.97	29	3.7%	n/a	-472	-3.7%	1,318	620	815	-117	-1.1%
37-0000	Building and Grounds Cleaning and Maintenance	1,679	\$32,700	2.66	28	5.3%	n/a	40	0.5%	1,085	538	577	-30	-0.4%
11-0000	Management	1,112	\$87,800	0.76	8	1.8%	n/a	23	0.4%	483	153	326	3	0.0%
53-0000	Transportation and Material Moving	1,037	\$40,000	0.61	19	5.6%	n/a	-170	-3.0%	756	292	465	-1	0.0%
29-0000	Healthcare Practitioners and Technical	950	\$89,900	0.84	4	1.7%	n/a	59	1.3%	294	144	135	15	0.3%
49-0000	Installation, Maintenance, and Repair	896	\$48,300	1.19	6	2.5%	n/a	18	0.4%	435	174	262	-1	0.0%
39-0000	Personal Care and Service	891	\$32,100	1.87	19	6.4%	n/a	-282	-5.3%	941	400	537	3	0.1%
13-0000	Business and Financial Operations	673	\$67,800	0.55	7	2.6%	n/a	-56	-1.6%	306	103	201	2	0.1%
27-0000	Arts, Design, Entertainment, Sports, and Media	609	\$52,200	1.70	8	4.3%	n/a	-108	-3.2%	318	134	190	-5	-0.2%
25-0000	Educational Instruction and Library	598	\$55,800	0.58	6	2.6%	n/a	33	1.2%	267	136	138	-7	-0.2%
31-0000	Healthcare Support	477	\$34,200	0.56	5	3.6%	n/a	14	0.6%	367	151	196	20	0.8%
51-0000	Production	304	\$42,800	0.28	5	4.2%	n/a	-75	-4.3%	180	84	104	-7	-0.5%
47-0000	Construction and Extraction	260	\$53,800	0.30	8	5.3%	n/a	-18	-1.4%	123	45	80	-2	-0.2%
33-0000	Protective Service	255	\$42,800	0.62	4	4.1%	n/a	-57	-4.0%	165	79	91	-6	-0.4%

## Branson, MO, 2023Q2<sup>1</sup>

SOC	Occupation	Current						5-Year History		5-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21-0000	Community and Social Service	185	\$49,000	0.53	1	1.6%	n/a	25	2.9%	98	37	54	7	0.8%
15-0000	Computer and Mathematical	182	\$81,800	0.29	2	2.1%	n/a	-52	-4.9%	70	21	45	4	0.4%
23-0000	Legal	54	\$91,600	0.34	0	n/a	n/a	-7	-2.5%	18	8	10	1	0.2%
17-0000	Architecture and Engineering	48	\$84,300	0.15	0	n/a	n/a	-8	-3.2%	18	7	11	0	0.0%
19-0000	Life, Physical, and Social Science	40	\$74,600	0.24	0	n/a	n/a	-1	-0.5%	18	5	13	1	0.3%
45-0000	Farming, Fishing, and Forestry	21	\$45,000	0.18	1	5.8%	n/a	1	0.8%	16	5	11	0	-0.5%
<b>Total - All Occupations</b>		<b>19,326</b>	<b>\$46,900</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>-2,004</b>	<b>-2.0%</b>	<b>12,689</b>	<b>5,642</b>	<b>7,306</b>	<b>-259</b>	<b>-0.3%</b>

Source: [JobsEQ®](#)

Data as of 2023Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

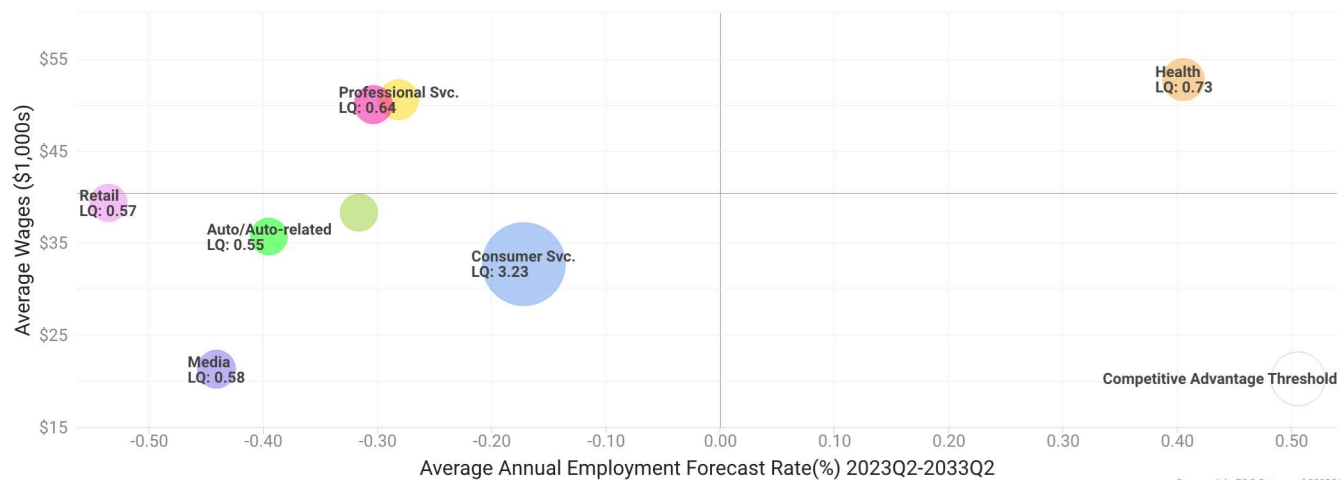
2. Wage data represent the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2023Q1, imputed where necessary with preliminary estimates updated to 2023Q2. Wages by occupation are as of 2023 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.23. This cluster employs 9,610 workers in the region with an average wage of \$32,747. Employment in the Consumer Svc. cluster is projected to contract in the region about 0.2% per year over the next ten years.

Industry Clusters for Branson city, MO as of 2023Q2

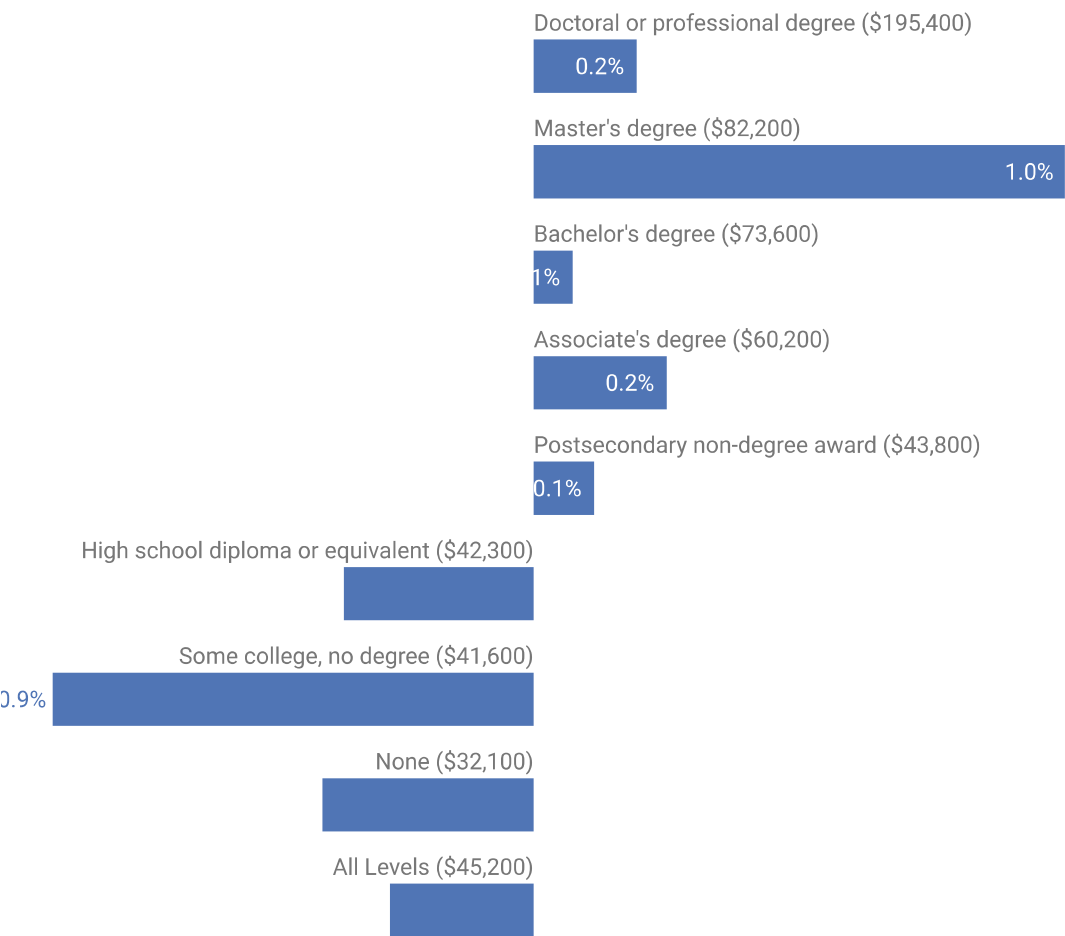


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2023Q1 with preliminary estimates updated to 2023Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Branson, MO is projected to contract 0.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.2% per year, those requiring a bachelor’s degree are forecast to grow 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.2% per year.

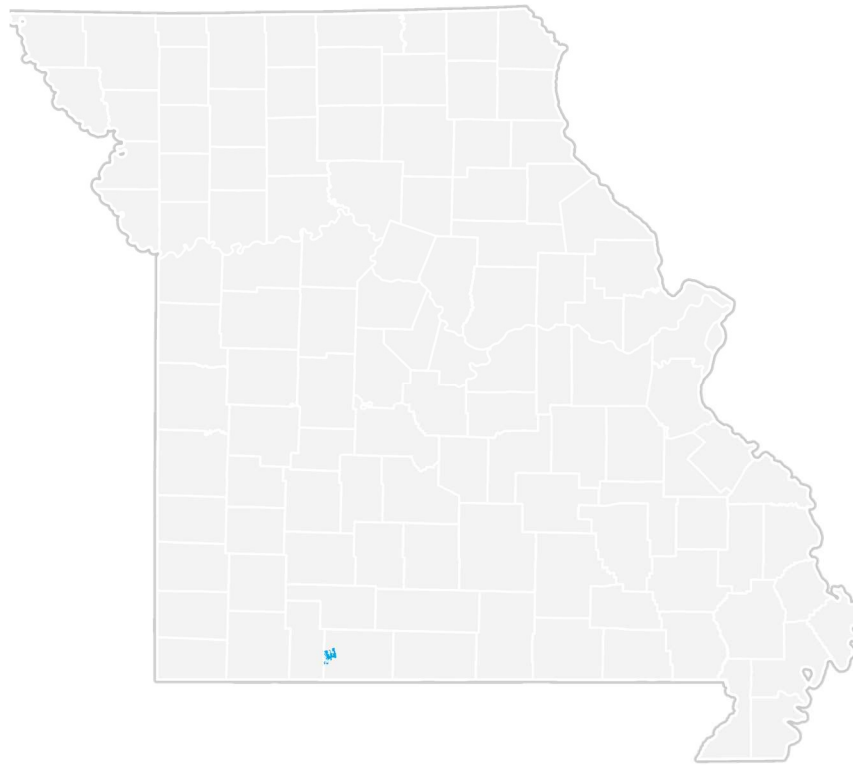
Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®  
Data as of 2023Q2

Employment by occupation data are estimates as of 2023Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Branson, MO Regional Map



# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

### About This Report

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